

Location: Adele H Stamp Student Union, University of Maryland, College Park Campus

November 14, 2024

9:00 AM - 5:00 PM

Who should

Product Managers

participate:

Industry Leaders

Educators

MARYLAND PRODUCT **SYMPOSIUM**

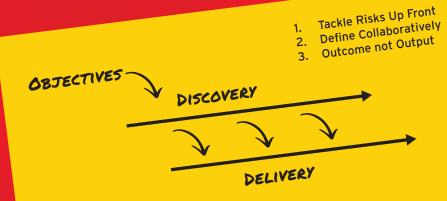
Future-Proof Products and Services: Embrace a Risk-Wise, Customer-First Approach

- Discover the shift from solutions-focused to opportunity-focused management
- Engage in groundbreaking discussions across **Government and Industry Tracks**
- Connect with peers and early adopters of this powerful new way of working

Become Future Proof by **Embracing Customer-Centric Product Management**



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Product Symposium Agenda

9:00 AM Opening Remarks



PRODUCT MANAGEMENT

- 9:15 AM Keynote: Michael Raynor, Innovation Pathways: How to Know Where You're Going When You Don't Know the Way Insight into the transition towards opportunity-focused Product Management and the critical role of discovery.
- 10:15 AM Morning Breakout Sessions
 - Government Track: Jonathan Terrell "Product Management in Government Procurement" Explore how Product Management principles can transform government procurement processes.
 - Industry Track: Vinay Aradhya "Strategic Product Management in the Commercial Sector" Strategies for elevating the role of Product Managers in commercial organizations to foster growth and innovation.
- 11:15 AM Keynote: Umashankar Shivanand, Driving Innovation through Discovery The importance of continuous discovery in developing resonant and competitive products.
- 12:00 PM Lunch and Networking
- 1:00 PM Afternoon Breakout Sessions
 - Government Track: Kathe Peiffer "Agile and Product Management Integration" Implement agile methodologies within government to improve flexibility and user-centric development.
 - Industry Track: Kristyn Corrigan "Creating Customer-Centric Products" Leveraging customer insights to guide product development for enhanced satisfaction and loyalty.

2:00 PM Late Afternoon Breakout Sessions

- Government Track: Joe Mariani "Innovating Public Services through Product Management" Case studies and strategies for applying Product Management to innovate and improve public services.
- Industry Track: Marlon Hernandez "Market Leadership through Product Innovation" How to use Product Management to drive market leadership and respond effectively to competitive challenges.
- 3:00 PM Closing Keynote: Robin Yeman, Catalyzing Change: The Impact of Product Management on Future Technologies

A forward-looking discussion on how Product Managers are pivotal in adopting new technologies and methodologies to lead market transformations.

3:45 PM Networking and Wrap-Up Session



5:00 PM Adjourn